



# USDA Weekly Retail Lamb and Veal Feature Activity

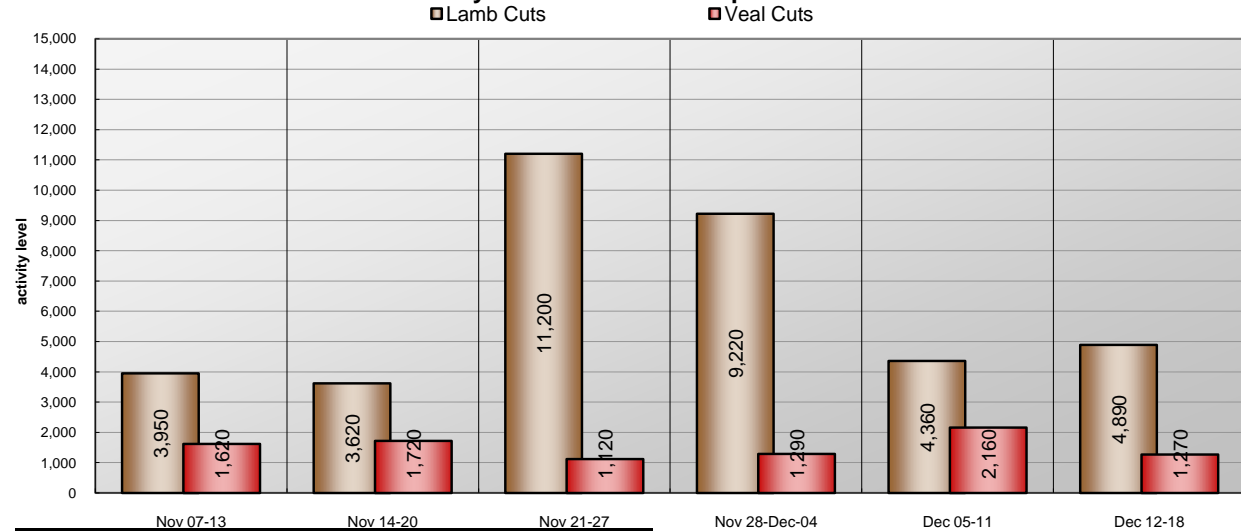
Advertised Prices for Lamb and Veal to Consumers at Major Retail Supermarket Outlets during the period of 12/12 thru 12/18.  
(prices in dollars per pound)

Fri. Dec 12, 2008

## NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	23.6% of 17,700 outlets		21.4% of 17,700 outlets	
Special Rate 2/	0.0%		0.0%	
Activity Index 3/	6,160		6,520	
	Stores	Wtd Avg	Stores	Wtd Avg
<b>LAMB</b>				
LB Shoulder Roast	140	3.57	10	2.69
LB Shldr Blade Chops	1,350	4.02	1,180	3.24
LB Shldr Rnd Bone Chop	160	3.76	600	3.51
LB Breast	10	1.29	130	1.99
LB Rack	310	14.68	10	14.35
LB Ribs				
LB Rib Chops				
LB Whole Loin	10	7.99		
LB Loin Chops	1,260	7.50	1,240	8.60
LB Bone-In Leg	250	4.49	80	4.31
LB Boneless Leg	360	5.63	190	5.87
LB Semi-Bnls Leg	580	4.40	10	6.89
LB Butterflied, Bnls Leg	10	6.89		
LB Leg, Shank/Butt				
LB Leg Steaks	10	5.25	160	7.49
LB Top Round Roast				
LB Top Round Steak				
LB Ground Lamb			290	4.99
LB Shank	10	4.99	330	3.88
LB Stew Meat-Lamb	200	3.99		
LB Stew Meat-Mutton	230	2.26	130	2.49
<b>VEAL</b>				
VL Shoulder Roast	20	7.99		
VL Shldr Blade Chops	730 #	3.34	490 #	3.43
VL Shldr Rnd Bone Chops			20	5.12
VL Breast	10	1.79	110	2.40
VL Rib Rack			10	19.99
VL Rib Chops	10	8.99	20	15.99
VL Loin Chops	140	11.67	450	10.52
VL T-Bone Steak				
VL Bnls. Leg				
VL Leg Cutlets	140	9.31	400	9.48
VL Top Round Steak				
VL Bnls Roast			10	4.99
VL Bone-In Osso Bucco	10	15.79	20	10.34
VL Scallopini	60	9.99	300	10.40
VL Cube Steak				
VL Ground Veal	10	3.49	290	4.92
VL Stew Meat	140	5.16	40	5.11

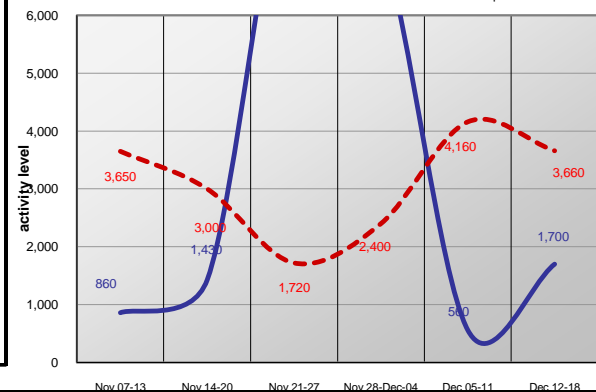
## Activity Index: 6 Week Comparison



## Lamb and Veal Featuring - 12/12 thru 12/18

Compared to last week: Lamb featuring was moderately active this week. Weighted average prices for shoulder chops and racks were higher while other cuts were generally lower. Veal featuring for this week was lower with shoulder blade chops, and loin chops being the most popular cuts. Feature prices on both shoulder blade chops, and loin chops were firm. Feature veal and lamb combined sales were down 6.0% this week. Lamb cuts were 79% and veal cuts were 21% of total featured sales.

## Lamb and Veal: Roasts vs Chops



## Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any reported lamb and veal item during the current week, expressed as a percentage of the total sample.

**2/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.).

**3/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised lamb and veal item (e.g., a retailer with 100 outlets featuring 3 lamb and veal items has an activity index of 300).

**4/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets.



# USDA Weekly Retail Lamb and Veal Feature Activity

Advertised Prices for Lamb and Veal to Consumers at Major Retail Supermarket Outlets during the period of 12/12 thru 12/18.

(prices in dollars per pound)

	EASTERN U.S. (AL,CT,DE,FL,GA,MA,MD,ME,MS,NC,NH,NJ,NY,PA,RI,SC,TN,VA,VT,WV)			CENTRAL U.S. (AR,CO,IA,IL,IN,KS,KY,LA,MI,MN,MO,ND,NE,NM,OH,OK,SD,TX,WI)			WESTERN U.S. (AZ, CA,ID,MT,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	31.1% of 8,700 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,960			15.2% of 5,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 1,360			17.9% of 3,600 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 840		
	Price Range	Stores	Wtd Avg 4/	Price Range	Stores	Wtd Avg 4/	Price Range	Stores	Wtd Avg 4/
<b>LAMB</b>									
LB Shoulder Roast				3.49 - 3.98	130	3.63		10	2.69
LB Shldr Blade Chops	3.29 - 3.99	720	3.81	2.99 - 4.49	280	3.82	1.88 - 5.99	350	4.61
LB Shldr Rnd Bone Chop	3.99	60	3.99	2.49 - 3.69	100	3.62			
LB Breast				1.29	10	1.29			
LB Rack	12.88 - 17.99	150	16.31	12.99 - 17.89	160	13.14			
LB Ribs									
LB Rib Chops									
LB Whole Loin				7.99	10	7.99			
LB Loin Chops	6.99 - 8.99	770	7.01	7.99 - 11.99	150	9.74	5.99 - 8.99	340	7.61
LB Bone-In Leg	3.88 - 3.99	120	3.95	4.99	130	4.99			
LB Boneless Leg	4.59 - 6.99	300	5.46	4.99 - 6.99	60	6.47			
LB Semi-Bnls Leg	3.99 - 6.49	410	4.00	4.99 - 6.79	50	6.22	4.99	120	4.99
LB Butterflied, Bnls Leg				6.89	10	6.89			
LB Leg, Shank/Butt									
LB Leg Steaks	5.25	10	5.25						
LB Top Round Roast									
LB Top Round Steak									
LB Ground Lamb									
LB Shank							4.99	10	4.99
LB Stew Meat-Lamb				3.99	200	3.99			
LB Stew Meat-Mutton	1.99 - 2.49	230	2.26						
<b>VEAL</b>									
VAL Shoulder Roast	9.99	10	9.99	5.98 - 5.99	10	5.99			
VAL Shod Blade Chops	2.69 - 3.99	710	3.33	2.49	10	2.49	4.59	10	4.59
VL Rnd Bone Shldr Chops									
VL Breast	1.79	10	1.79						
VL Rib Rack									
VL Rib Chops				8.99	10	8.99			
VL Loin Chops	8.99 - 12.99	120	11.82	8.99 - 14.99	20	10.75			
VL T-Bone Steak									
VL Bnls. Leg									
VL Leg Cutlets	7.99 - 16.99	140	9.31						
VL Top Round Steak									
VL Bnls Roast									
VL Bone-In Osso Bucco				15.79	10	15.79			
VL Scallopini	9.99	60	9.99						
VL Cube Steak									
VL Ground Veal				3.49	10	3.49			
VL Stew Meat	4.99 - 8.99	140	5.16						